

Total No. of Printed Pages—4

**3 SEM TDC PMTG 1 (Sp)**

**2 0 1 4**

( November )

**COMMERCE**

( Speciality )

Course : 301

**( Principles of Marketing )**

*Full Marks : 80*

*Pass Marks : 32*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**1. (a) Write 'True' or 'False' :**  $1 \times 5 = 5$

- (i) Marketing is an arrangement providing an opportunity for exchange of goods.
- (ii) The scope of marketing and selling are same.
- (iii) Product planning activity is designed to guarantee firm's survival.

- (iv) Competition influences the product pricing decision.
- (v) Physical distribution is a major component of marketing mix.

(b) Fill in the blanks :  $1 \times 3 = 3$

- (i) — is the process of finding and fixing the means of identification.
- (ii) Marketing mix is an important component of product — decision.
- (iii) Electronic retailing facilitates — shopping.

2. Write short notes on (any four) :  $4 \times 4 = 16$

- (a) Product mix
- (b) Test marketing
- (c) Skimming pricing policy
- (d) Buying motives
- (e) Trademark
- (f) Inventory control

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3. (a) Compare and contrast between the modern concept of marketing and the traditional concept of marketing. 11

Or

(b) What is 'marketing mix'? Explain the elements of marketing mix. 3+8=11

4. (a) What do you mean by consumer behaviour? What logical steps are involved in consumers' buying process? Discuss. 3+8=11

Or

(b) Discuss briefly the bases of market segmentation. 11

5. (a) Discuss in brief the different stages of developing a new product. 11

Or

(b) What is product life cycle? What strategies a marketer has to adopt to overcome the hurdles of the growth stage of a product? 3+8=11

6. (a) Explain the role of pricing in marketing mix. 11

Or

(b) What is promotion mix? Discuss the factors that affect the promotion mix.

3+8=11

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7. (a) What do you mean by distribution channels? Explain the factors affecting the choice of a right distribution channel.  $4+8=12$

Or

(b) Examine the role of wholesalers in the process of physical distribution. Can they be eliminated from the process of distribution? Justify your answer.  $6+6=12$

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